

SUPPLEMENT TO CONTRACT FOR  
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. 256557

1. THE NAME OF THE CANDIDATE IS: Bill Nelson.
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF Senate in  
the ☒ Primary Election, ☐ General Election, or ☐ Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS  
Bill Nelson For Senate.
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS  
Peggy Gannon.
5. THE CONTACT PERSON FOR THE PURCHASER IS:  
Shelli Hutton / Alan Hutton  
Name  
6190 Grovedale Crt. Ste. 200 Alexandria, VA 22310  
Address  
  
\_\_\_\_\_  
Phone Number
6. THE TOP OFFICERS\* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:  
Peggy Gannon  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\* The Treasurer is often the only top officer of a Candidate Committee.



WKMG

# ORDER

Print Date 08/13/12 Page 1 of 2

Flight Dates 08/15/12-08/21/12

Contract / Revision 256557 /

Original Date / Revision  
08/10/12 08/10/12

Advertiser Pol/Bill Nelson/Sen/FI/D

Agency Abar-Hutton Media, LLC

Buying Contact Shelli Hutton

6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Product  
NELSON FOR SENATE

Agency Com 15%

Billing Contact

6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 543

Alt Order # 06272937

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 9450

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	11	\$8,032.50	\$9,450.00	0.00	07/30/12	08/21/12	11	\$8,032.50	\$9,450.00
Totals	11	\$8,032.50	\$9,450.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKMG	08/15/12	08/15/12	11-12p Price Is Right	CM	11a-12p	--1----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--1----		1				\$800.00		0.00			
E 2	WKMG	08/21/12	08/21/12	11-12p Price Is Right	CM	11a-12p	-1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-1-----		1				\$800.00		0.00			
E 3	WKMG	08/16/12	08/17/12	Local 6 News 12-1230p	CM	12-1230p	---TF--	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---TF--		2				\$700.00		0.00			
E 4	WKMG	08/20/12	08/21/12	Local 6 News 12-1230p	CM	12-1230p	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 4	WKMG	08/20/12	08/21/12	Local 6 News 12-1230p CM		12-1230p	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00	
				Local 6 News 12-1230p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	MT-----		2			\$700.00		0.00					
E 5	WKMG	08/16/12	08/16/12	News at 6p CM		6-630p	---1---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00	
				News at 6p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	---1---		1			\$1,000.00		0.00					
E 6	WKMG	08/20/12	08/20/12	News at 7p CM		7-7:30p	1-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00	
				News at 7p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	1-----		1			\$1,200.00		0.00					
E 7	WKMG	08/15/12	08/15/12	M-F 11p News CM		11-1135p	--1----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00	
				M-F 11p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	--1----		1			\$1,800.00		0.00					
E 8	WKMG	08/18/12	08/18/12	Sat 6p News CM		6-630p	-----1-	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00	
				Sat Local 6 News at 6p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----1-		1			\$550.00		0.00					
E 9	WKMG	08/18/12	08/18/12	Sat 1135p-1205a CM		1135p-1205a	-----1-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00	
				Inside Edition Wknd												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----1-		1			\$500.00		0.00					
														Totals	11	\$9,450.00

SUPPLEMENT TO CONTRACT FOR  
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. 256559

1. THE NAME OF THE CANDIDATE IS: Bill Nelson.
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF Senate in  
the ☒ Primary Election, ☐ General Election, or ☐ Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS  
Bill Nelson for Senate.
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS  
Peggy Gannon.
5. THE CONTACT PERSON FOR THE PURCHASER IS:  
Shelli Hutton / Aban Hutton  
Name  
6190 Gravedale Crt, Ste. 200 Alexandria, VA 22310  
Address  
  
\_\_\_\_\_  
Phone Number
6. THE TOP OFFICERS\* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER  
ARE:  
Peggy Gannon  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\* The Treasurer is often the only top officer of a Candidate Committee.



WKMG

# ORDER

Print Date 08/13/12 Page 1 of 2

Flight Dates 08/15/12-08/21/12

Contract / Revision 256559 /

Original Date / Revision 08/10/12 08/10/12

Advertiser Pol/Bill Nelson/Sen/FI/D

Agency Abar-Hutton Media, LLC

Buying Contact Shelli Hutton

6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Product  
DSCC-NELSON

Agency Com 15%

Billing Contact

6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 544

Alt Order # 06272955

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 8300

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	6	\$7,055.00	\$8,300.00	0.00	07/30/12	08/21/12	6	\$7,055.00	\$8,300.00
Totals	6	\$7,055.00	\$8,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKMG	08/16/12	08/16/12	11-12p Price Is Right	CM	11a-12p	---1---	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---1---		1				\$800.00		0.00			
E 2	WKMG	08/20/12	08/20/12	11-12p Price Is Right	CM	11a-12p	1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	1-----		1				\$800.00		0.00			
E 3	WKMG	08/16/12	08/19/12	M-SU 11p News	CM	11-1135p	---T--S	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
				M-SU 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---T--S		2				\$1,800.00		0.00			
E 4	WKMG	08/21/12	08/21/12	M-F 11p News	CM	11-1135p	-1-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 08/13/12

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Contract / Revision **256559** Flight Dates **08/15/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/10/12/ 08/10/12

Order Sep 00:15:00

Advertiser **Pol/Bill Nelson/Sen/FI/D** Product **DSCC-NELSON**

Estimate # **544**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKMG	08/21/12	08/21/12	M-F 11p News M-F 11p News	CM	11-1135p	-1-----	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	-1-----			1			\$1,800.00		0.00		
E 5	WKMG	08/19/12	08/19/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----1			1			\$1,300.00		0.00		
													Totals	6 \$8,300.00

**SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING**  
(The Ad is Political, Relates to an Issue of Public Importance,  
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 256694

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Mundy Katowitz Media  
Name

1322 G Street SE Washington DC 20003  
Address

\_\_\_\_\_  
Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER  
ARE:

Greg Speed  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is \_\_\_\_\_.
- b. The candidate seeks election to the office of \_\_\_\_\_ in  
the ☐ Primary Election, ☐ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is Priorities USA Act.
- b. The Purchaser is \_\_\_\_\_.

**NOTE:** If the ad relates to an issue of state or local (not national) importance  
and does not refer to a candidate, only this Form should be filed in the Political  
File. Do not file the Order.



WKMG

# ORDER

Print Date 08/13/12 Page 1 of 2

Flight Dates 08/14/12-08/20/12

Contract / Revision 256694 /

Original Date / Revision  
08/13/12 08/13/12

Advertiser ISS/Priorities USA Action

Agency Mundy Katowitz Media

Buying Contact

1322 G. Street, SE  
Washington, DC 20003

Product  
PRIORITIES USA ACT

Agency Com 15%

Billing Contact

1322 G. Street, SE  
Washington, DC 20003

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1520

Alt Order # 06274524

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue, PL-Non-Ballot-Relate

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 13500

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	9	\$11,475.00	\$13,500.00	0.00
<b>Totals</b>	<b>9</b>	<b>\$11,475.00</b>	<b>\$13,500.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/20/12	9	\$11,475.00	\$13,500.00

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
1	WKMG	08/17/12	08/17/12	11-12p Price Is Right	CM	11a-12p	----1--	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00	
				Price Is Right												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	----1--		1				\$1,600.00		0.00				
2	WKMG	08/20/12	08/20/12	1230-2p CBS Soaps	CM	12:30-2p	1-----	1:00	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00	
				Soaps												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	1-----		1				\$1,600.00		0.00				
3	WKMG	08/18/12	08/18/12	Sat 6p News	CM	6-630p	-----1-	1:00	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00	
				Sat Local 6 News at 6p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----1-		1				\$1,100.00		0.00				
4	WKMG	08/18/12	08/18/12	7-9a CBS This Morn Sat	CM	7-9a	-----1-	1:00	1	\$800.00	P-3	0.00	NM	1	\$800.00	
				7-9a Sat Early Show												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				



													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
4	WKMG	08/18/12	08/18/12	7-9a CBS This Morn SaCM 7-9a Sat Early Show		7-9a	-----1-	1:00	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/13/12	08/19/12	-----1-		1				\$800.00		0.00		
5	WKMG	08/19/12	08/19/12	CBS Sunday Morning CM CBS Sunday Morning		9-1030a	-----1	1:00	1	\$2,600.00	P-3	0.00 NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/13/12	08/19/12	-----1		1				\$2,600.00		0.00		
6	WKMG	08/14/12	08/14/12	2-3p The Talk CM The Talk		2-3p	-1-----	1:00	1	\$1,200.00	P-3	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/13/12	08/19/12	-1-----		1				\$1,200.00		0.00		
7	WKMG	08/14/12	08/14/12	News at 6p CM News at 6p		6-630p	-1-----	1:00	1	\$2,000.00	P-3	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/13/12	08/19/12	-1-----		1				\$2,000.00		0.00		
8	WKMG	08/15/12	08/15/12	11-12p Price Is Right CM Price Is Right		11a-12p	--1----	1:00	1	\$1,600.00	P-3	0.00 NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/13/12	08/19/12	--1----		1				\$1,600.00		0.00		
9	WKMG	08/15/12	08/15/12	CBS This Morning CM The Early Show		7-9a	--1----	1:00	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 08/13/12	08/19/12	--1----		1				\$1,000.00		0.00		
Totals													9	\$13,500.00

SUPPLEMENT TO CONTRACT FOR  
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. 256691

1. THE NAME OF THE CANDIDATE IS: Mitt Romney.
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF President in  
the ☒ Primary Election, ☐ General Election, or ☐ Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS  
Romney for President.
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS  
Darrell Crate.
5. THE CONTACT PERSON FOR THE PURCHASER IS:

American Rambler Productions  
Name

138 Conant St. Beverly MA 01915  
Address

\_\_\_\_\_  
Phone Number

6. THE TOP OFFICERS\* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Darrell Crate  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\* The Treasurer is often the only top officer of a Candidate Committee.



WKMG

# ORDER

Print Date 08/13/12

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Flight Dates 08/15/12-08/21/12

Contract / Revision

256691 /

Product ROMNEY FOR PRESIDENT

Original Date / Revision

08/13/12 08/13/12

Agency Com 15%

Billing Contact

Advertiser Pol/Mitt Romney/R/ Presider

138 Conant Street  
Beverly, MA 01915

Agency American Rambler Producti

Buying Contact

138 Conant Street  
Beverly, MA 01915

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 23

Alt Order # 06274689

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 132950

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	142	\$113,007.50	\$132,950.00	0.00	07/30/12	08/21/12	142	\$113,007.50	\$132,950.00
Totals	142	\$113,007.50	\$132,950.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	08/15/12	08/17/12	Morn News at 6a Morn News at 6a	CM	6-7a	--WTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--					3	\$500.00		0.00			
E 2	WKMG	08/20/12	08/21/12	Morn News at 6a Morn News at 6a	CM	6-7a	MT-----	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----					2	\$500.00		0.00			
E 3	WKMG	08/15/12	08/17/12	CBS This Morning The Early Show	CM	7-9a	--WTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--					3	\$500.00		0.00			
E 4	WKMG	08/20/12	08/21/12	CBS This Morning The Early Show	CM	7-9a	MT-----	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----					4	\$500.00		0.00			



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Hiatus Dates

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Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **23**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	08/20/12	08/21/12	CBS This Morning The Early Show	CM	7-9a	MT-----	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					4	\$500.00		0.00			
E 5	WKMG	08/20/12	08/21/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MT-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$350.00		0.00			
E 6	WKMG	08/15/12	08/15/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	--1----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--1----					1	\$350.00		0.00			
E 7	WKMG	08/20/12	08/21/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	MT-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$600.00		0.00			
E 8	WKMG	08/15/12	08/17/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	--WTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$600.00		0.00			
E 9	WKMG	08/15/12	08/17/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$800.00		0.00			
E 10	WKMG	08/20/12	08/21/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MT-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$800.00		0.00			
E 11	WKMG	08/20/12	08/21/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$700.00		0.00			
E 12	WKMG	08/15/12	08/17/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$700.00		0.00			
E 13	WKMG	08/15/12	08/17/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--WTF--	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					6	\$800.00		0.00			
E 14	WKMG	08/20/12	08/21/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	MT-----	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					4	\$800.00		0.00			
E 15	WKMG	08/20/12	08/21/12	2-3p The Talk The Talk	CM	2-3p	MT-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$600.00		0.00			
E 16	WKMG	08/15/12	08/17/12	2-3p The Talk The Talk	CM	2-3p	--WTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$600.00		0.00			



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Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **23**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WKMG	08/15/12	08/17/12	2-3p The Talk The Talk	CM	2-3p	--WTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$600.00		0.00			
E 17	WKMG	08/15/12	08/17/12	3-4p Nate/Doctors 9/10 Nate Berkus	CM	3-4p	--WTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$350.00		0.00			
E 18	WKMG	08/20/12	08/21/12	3-4p Nate/Doctors 9/10 Nate Berkus	CM	3-4p	MT-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$350.00		0.00			
E 19	WKMG	08/15/12	08/17/12	4-430p Extra Extra	CM	4-430p	--WTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$450.00		0.00			
E 20	WKMG	08/20/12	08/21/12	4-430p Extra Extra	CM	4-430p	MT-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$450.00		0.00			
E 21	WKMG	08/15/12	08/17/12	430-5p Inside Edition Inside Edition	CM	430-5P	--WTF--	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$550.00		0.00			
E 22	WKMG	08/20/12	08/21/12	430-5p Inside Edition Inside Edition	CM	430-5P	MT-----	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$550.00		0.00			
E 23	WKMG	08/15/12	08/17/12	News at 5p News at 5p	CM	5-530p	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$800.00		0.00			
E 24	WKMG	08/20/12	08/21/12	News at 5p News at 5p	CM	5-530p	MT-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$800.00		0.00			
E 25	WKMG	08/20/12	08/21/12	News at 6p News at 6p	CM	6-630p	MT-----	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					4	\$1,000.00		0.00			
E 26	WKMG	08/15/12	08/17/12	News at 6p News at 6p	CM	6-630p	--WTF--	:30	6	\$1,000.00	P-3	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					6	\$1,000.00		0.00			
E 27	WKMG	08/15/12	08/17/12	News at 7p News at 7p	CM	7-7:30p	--WTF--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$1,200.00		0.00			
E 28	WKMG	08/20/12	08/21/12	News at 7p News at 7p	CM	7-7:30p	MT-----	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					2	\$1,200.00		0.00			



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Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **23**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 28	WKMG	08/20/12	08/21/12	News at 7p News at 7p	CM	7-7:30p	MT-----	:30	2	\$1,200.00	P-3	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----		2			\$1,200.00		0.00			
E 29	WKMG	08/15/12	08/17/12	M-F 11p News M-F 11p News	CM	11-1135p	--WTF--	:30	6	\$1,800.00	P-3	0.00 NM	6	\$10,800.00
Week:		08/13/12	08/19/12	--WTF--		6			\$1,800.00		0.00			
E 30	WKMG	08/20/12	08/21/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	4	\$1,800.00	P-3	0.00 NM	4	\$7,200.00
Week:		08/20/12	08/26/12	MT-----		4			\$1,800.00		0.00			
E 31	WKMG	08/15/12	08/17/12	M-F David Letterman David Letterman	CM	1136p-1238a	--WTF--	:30	3	\$700.00	P-3	0.00 NM	3	\$2,100.00
Week:		08/13/12	08/19/12	--WTF--		3			\$700.00		0.00			
E 32	WKMG	08/20/12	08/21/12	M-F David Letterman David Letterman	CM	1136p-1238a	MT-----	:30	2	\$700.00	P-3	0.00 NM	2	\$1,400.00
Week:		08/20/12	08/26/12	MT-----		2			\$700.00		0.00			
E 33	WKMG	08/15/12	08/17/12	Morn News at 5a Morn News at 5a	CM	5-530a	--WTF--	:30	6	\$300.00	P-3	0.00 NM	6	\$1,800.00
Week:		08/13/12	08/19/12	--WTF--		6			\$300.00		0.00			
E 34	WKMG	08/20/12	08/21/12	Morn News at 5a Morn News at 5a	CM	5-530a	MT-----	:30	4	\$300.00	P-3	0.00 NM	4	\$1,200.00
Week:		08/20/12	08/26/12	MT-----		4			\$300.00		0.00			
E 35	WKMG	08/15/12	08/17/12	Morn News at 530a Morn News at 530a	CM	530-6a	--WTF--	:30	6	\$400.00	P-3	0.00 NM	6	\$2,400.00
Week:		08/13/12	08/19/12	--WTF--		6			\$400.00		0.00			
E 36	WKMG	08/20/12	08/21/12	Morn News at 530a Morn News at 530a	CM	530-6a	MT-----	:30	4	\$400.00	P-3	0.00 NM	4	\$1,600.00
Week:		08/20/12	08/26/12	MT-----		4			\$400.00		0.00			
E 37	WKMG	08/21/12	08/21/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$7,000.00	P-3	0.00 NM	1	\$7,000.00
Week:		08/20/12	08/26/12	-1-----		1			\$7,000.00		0.00			
E 38	WKMG	08/15/12	08/15/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$6,000.00	P-3	0.00 NM	1	\$6,000.00
Week:		08/13/12	08/19/12	--1----		1			\$6,000.00		0.00			
E 39	WKMG	08/17/12	08/17/12	Fri Prime 9p CSI:NY	CM	9-10p	----1--	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
Week:		08/13/12	08/19/12	----1--		1			\$4,000.00		0.00			
E 40	WKMG	08/18/12	08/18/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$400.00	P-3	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			



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Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 23

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 40	WKMG	08/18/12	08/18/12	7-9a CBS This Morn SaCM 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$400.00	P-3	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----2-		2				\$400.00		0.00		
E 41	WKMG	08/18/12	08/18/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----2-	:30	2	\$550.00	P-3	0.00 NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----2-		2				\$550.00		0.00		
E 42	WKMG	08/18/12	08/18/12	Sat Prime 8p Comedy Time Sat	CM	8-9p	-----1-	:30	1	\$2,000.00	P-3	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----1-		1				\$2,000.00		0.00		
E 43	WKMG	08/18/12	08/18/12	Sat 1 Hour Special/9p Fall Football Preview Sp	CM	858-10p	-----2-	:30	2	\$3,000.00	P-3	0.00 NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----2-		2				\$3,000.00		0.00		
E 44	WKMG	08/18/12	08/18/12	Sat Prime 10p 48 Hours Mystery	CM	10-11p	-----1-	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----1-		1				\$4,000.00		0.00		
E 45	WKMG	08/18/12	08/18/12	Sat 11p News Sat 11p News	CM	11-1135p	-----2-	:30	2	\$1,800.00	P-3	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----2-		2				\$1,800.00		0.00		
E 46	WKMG	08/18/12	08/18/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----3-	:30	3	\$150.00	P-3	0.00 NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----3-		3				\$150.00		0.00		
E 47	WKMG	08/19/12	08/19/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----3	:30	3	\$200.00	P-3	0.00 NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----3		3				\$200.00		0.00		
E 48	WKMG	08/19/12	08/19/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----2	:30	2	\$1,300.00	P-3	0.00 NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----2		2				\$1,300.00		0.00		
E 49	WKMG	08/19/12	08/19/12	Face The Nation Face The Nation 1-hr	CM	1030-1130a	-----1	:30	1	\$1,100.00	P-3	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----1		1				\$1,100.00		0.00		
E 50	WKMG	08/19/12	08/19/12	CBS Evening News CBS Eve News	CM	630-7p	-----2	:30	2	\$650.00	P-3	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----2		2				\$650.00		0.00		
E 51	WKMG	08/19/12	08/19/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----1		1				\$5,000.00		0.00		
E 52	WKMG	08/19/12	08/19/12	Sun 11p News Sun 11p News	CM	11-1135p	-----2	:30	2	\$1,800.00	P-3	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----2		2				\$1,800.00		0.00		



WKMG

Print Date: 08/13/12

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Contract / Revision

**256691**

Flight Dates **08/15/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/13/12/ 08/13/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **23**

													<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
E 52	WKMG	08/19/12	08/19/12	Sun 11p News Sun 11p News	CM	11-1135p	-----2	:30	2	\$1,800.00	P-3	0.00 NM	2	\$3,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----2	2		\$1,800.00		0.00						
													<b>Totals</b>	<b>142</b>	<b>\$132,950.00</b>



SUPPLEMENT TO CONTRACT FOR  
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. 256556

1. THE NAME OF THE CANDIDATE IS: Barack Obama
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF President in  
the ☒ Primary Election, ☐ General Election, or ☐ Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS  
Obama For President
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS  
Martin Nesbitt
5. THE CONTACT PERSON FOR THE PURCHASER IS:  
Katie Keuleman / Greer, Margolis, Mitchell  
Name  
1610 Wisconsin Ave. Ste. 800 Washington DC 20007  
Address  
202-338-8700  
Phone Number
6. THE TOP OFFICERS\* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER  
ARE:  
Martin Nesbitt  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\* The Treasurer is often the only top officer of a Candidate Committee.



WKMG

# ORDER

Print Date 08/13/12

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Flight Dates 08/11/12-08/16/12

Contract / Revision

256556 /

Product OBAMA FOR AMERICA

Original Date / Revision

08/10/12 08/13/12

Agency Com 15%

Billing Contact

3050 K Street NW  
Suite 100  
Washington, DC 20007

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

Agency GMMB

Buying Contact

3050 K Street NW  
Suite 100  
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1596

Alt Order # 06272922

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 23800

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	25	\$20,230.00	\$23,800.00	0.00
Totals	25	\$20,230.00	\$23,800.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/16/12	25	\$20,230.00	\$23,800.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	08/14/12	08/16/12	M-F 11p News M-F 11p News	CM	11-1135p	-TWT---	:30	3	\$1,800.00	P-3	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWT---					3	\$1,800.00		0.00			
E 2	WKMG	08/14/12	08/16/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TWT---	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWT---					3	\$800.00		0.00			
E 3	WKMG	08/14/12	08/16/12	M-F 1235-105a Extra	CM	1237-109a	-TWT---	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWT---					2	\$400.00		0.00			
E 4	WKMG	08/14/12	08/16/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-TWT---	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Totals	25	\$23,800.00
--------	----	-------------

CONTRACT NO. 256499

- American Rambler Productions  
Name  
138 Conant St. Beverly MA 01915  
Address

6. THE TOP OFFICERS\* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Parrell Cate

\* The Treasurer is often the only top officer of a Candidate Committee.



WKMG

# ORDER

Print Date 08/13/12

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Flight Dates 08/11/12-08/14/12

Contract / Revision

256499 /

Product RNC-ROMNEY

Original Date / Revision

08/10/12 08/10/12

Agency Com 15%

Billing Contact

Advertiser Pol/Mitt Romney/R/ Presider

138 Conant Street  
Beverly, MA 01915

Agency American Rambler Producti

Buying Contact

138 Conant Street  
Beverly, MA 01915

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 320

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 12800

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	3	\$10,880.00	\$12,800.00	0.00
<b>Totals</b>	<b>3</b>	<b>\$10,880.00</b>	<b>\$12,800.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/14/12	3	\$10,880.00	\$12,800.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKMG	08/13/12	08/14/12	Local 6 News 12-1230p	CM	12-1230p	11-----	1:00	2	\$1,400.00	P-3	0.00	NM	2	\$2,800.00
				Local 6 News 12-1230p											
N 2	WKMG	08/12/12	08/12/12	Sun Prime 7-8p	CM	7-8p	-----S	1:00	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
				Sun 7-8p											
<b>Totals</b>														<b>3</b>	<b>\$12,800.00</b>

**SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING**

(The Ad is Political, Relates to an Issue of Public Importance,  
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 256641

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Elise Cloyd / Mentzer Media  
Name

600 Fairmount Ave. Ste. 306 Towson, MD 21286  
Address

\_\_\_\_\_  
Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is \_\_\_\_\_.
- b. The candidate seeks election to the office of \_\_\_\_\_ in  
the ☐ Primary Election, ☐ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is Restore Our Future.
- b. The Purchaser is \_\_\_\_\_.

**NOTE:** If the ad relates to an Issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.



WKMG

# ORDER

Print Date 08/13/12

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Flight Dates 08/14/12-08/20/12

Contract / Revision 256641 /

Original Date / Revision 08/13/12 08/13/12

Advertiser POL/Restore Our Future

Agency Mentzer Media Services

Buying Contact Elise Cloyd

600 Fairmount Ave., Ste 306  
Towson, MD 21286-1002

Product RESTORE OUR FUTURE

Agency Com 15%

Billing Contact

600 Fairmount Ave., Ste 306  
Towson, MD 21286-1002

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1895

Alt Order # 06273661

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 92500

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	49	\$78,625.00	\$92,500.00	0.00	07/30/12	08/20/12	49	\$78,625.00	\$92,500.00
Totals	49	\$78,625.00	\$92,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	08/14/12	08/17/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TWTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--					4	\$800.00		0.00			
E 2	WKMG	08/14/12	08/17/12	Local 6 News 12-1230p CM Local 6 News 12-1230p	CM	12-1230p	-TWTF--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--					4	\$700.00		0.00			
E 3	WKMG	08/14/12	08/17/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--					4	\$1,000.00		0.00			
E 4	WKMG	08/14/12	08/17/12	News at 7p News at 7p	CM	7-7:30p	-TWTF--	:30	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 08/13/12

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Contract / Revision

256641

Flight Dates 08/14/12-08/20/12

Hiatus Dates

Original Date / Revision 08/13/12/ 08/13/12

Order Sep 00:15:00

Advertiser POL/Restore Our Future

Product RESTORE OUR FUTURE

Estimate # 1895

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	08/14/12	08/17/12	News at 7p News at 7p	CM	7-7:30p	-TWTF--	:30	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--			4		\$1,200.00			0.00			
E 5	WKMG	08/14/12	08/17/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	-TWTF--	:30	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--			4		\$1,200.00			0.00			
E 6	WKMG	08/14/12	08/17/12	M-F 11p News M-F 11p News	CM	11-1135p	-TWTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--			6		\$1,800.00			0.00			
E 7	WKMG	08/14/12	08/14/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-----			1		\$6,000.00			0.00			
E 8	WKMG	08/14/12	08/14/12	Tue Prime 10p The Mentalist	CM	10-11p	-2-----	:30	2	\$5,000.00	P-3	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-2-----			2		\$5,000.00			0.00			
E 9	WKMG	08/16/12	08/16/12	Thu Prime 10p Person of Interest	CM	10-11p	---2---	:30	2	\$5,000.00	P-3	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	---2---			2		\$5,000.00			0.00			
E 10	WKMG	08/18/12	08/18/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-			1		\$550.00			0.00			
E 11	WKMG	08/18/12	08/18/12	Sat 1 Hour Special/9p Fall Football Preview Sp	CM	858-10p	-----1-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-			1		\$3,000.00			0.00			
E 12	WKMG	08/18/12	08/18/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-			1		\$1,800.00			0.00			
E 13	WKMG	08/19/12	08/19/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----2	:30	2	\$1,300.00	P-3	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----2			2		\$1,300.00			0.00			
E 14	WKMG	08/19/12	08/19/12	Face The Nation Face The Nation 1-hr	CM	1030-1130a	-----1	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1			1		\$1,000.00			0.00			
E 15	WKMG	08/19/12	08/19/12	CBS Evening News CBS Eve News	CM	630-7p	-----1	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1			1		\$650.00			0.00			
E 16	WKMG	08/19/12	08/19/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----2	:30	2	\$5,000.00	P-3	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----2			2		\$5,000.00			0.00			





WKMG

Print Date: 08/13/12

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Contract / Revision

256641

Flight Dates 08/14/12-08/20/12

Hiatus Dates

Original Date / Revision 08/13/12/ 08/13/12

Order Sep 00:15:00

Advertiser POL/Restore Our Future

Product RESTORE OUR FUTURE

Estimate # 1895

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 16	WKMG	08/19/12	08/19/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----2	:30	2	\$5,000.00	P-3	0.00 NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----2					2	\$5,000.00		0.00		
E 17	WKMG	08/19/12	08/19/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----2	:30	2	\$4,000.00	P-3	0.00 NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----2					2	\$4,000.00		0.00		
E 18	WKMG	08/19/12	08/19/12	Sun 11p News Sun 11p News	CM	11-1135p	-----1	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	-----1					1	\$1,800.00		0.00		
E 19	WKMG	08/20/12	08/20/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	1-----					1	\$800.00		0.00		
E 20	WKMG	08/20/12	08/20/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	1-----					1	\$700.00		0.00		
E 21	WKMG	08/20/12	08/20/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	1-----					1	\$1,000.00		0.00		
E 22	WKMG	08/20/12	08/20/12	News at 7p News at 7p	CM	7-7:30p	1-----	:30	1	\$1,200.00	P-3	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	1-----					1	\$1,200.00		0.00		
E 23	WKMG	08/20/12	08/20/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	1-----	:30	1	\$1,200.00	P-3	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	1-----					1	\$1,200.00		0.00		
E 24	WKMG	08/20/12	08/20/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,800.00	P-3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	1-----					1	\$1,800.00		0.00		
													Totals	49 \$92,500.00